GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1316
ANSWERED ON:23.11.2016
DAVP and PIB
Simha Shri Prathap

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government's publicity wings-DAVP and PIB lack the manpower and expertise to design and create promotional material for flagship schemes/programmes of Union Government and if so, the details and the reasons therefor;

(b) whether the Departments/Ministries are hiring private professional advertising agencies for their flagship schemes/programmes;

(c) if so, the names of the Departments/Ministries who have hired private advertising agencies and the amount spent thereon, during the last two years;

(d) whether the Government plans to merge various media units under one umbrella unit-the Directorate of Field Publicity (DFP) to improve synergy between field units and ensure better communication of Government programmes/schemes and if so, the details thereof; and

(e) the steps being taken by the Government to fill up vacant posts in DAVP and PIB to promote Government's publicity work?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) No, Sir. Directorate of Advertising and Visual Publicity (DAVP) and Press Information Bureau (PIB) have the expertise to design and create promotional material for flagship schemes/programmes of Union Government for information dissemination. Further, Social Media Wing of PIB is designing and posting Infographics on Government Policies and Programmes.

(b) Yes, Sir. Directorate of Field Publicity (DFP), a media unit under this Ministry, has hired private professional agencies for organizing Special Outreach Programmes on Pilot basis for publicity of Government's flagship schemes relating to the rural population focusing on farmers, women, youth and the social security schemes. Hiring of private professional agencies is done on case to case basis in case of specialized needs of the media units.

(c) DFP has hired private agencies through Public Sector Undertaking, Broadcast Engineering Consultants India Limited (BECIL) this year for organizing Special Outreach Programmes at an estimated cost of Rs. 37.53 crore.

(d) In order to improve synergy in the functioning of the Media Units engaged in field level activities and to ensure better communication of Government programmes / schemes, this Ministry has issued an order on 25th April, 2016 for integrating the DFP, Exhibition Wing of DAVP, Song & Drama Division (S&DD) and Public Information Campaign Wing of PIB.

(e) All vacant posts lying in DAVP and PIB are regularly filled up.

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